

The invention provides a projector that is capable of efficiently cooling an outer case along with a light source device. The projector includes an outer case that accommodates a light source device and a cooling passage that is formed in the vicinity of the light source device to cool the outer case. Therefore, the inside of the outer case and the vicinity of the light source device are cooled by the cooling passage so as to cool the outer case efficiently. Also, since the cooling passage is arranged in the vicinity of the light source device, the light source device can also efficiently be cooled. As a result, a temperature rise in the light source device can be restrained so as to cool the outer case more efficiently.